CONSUMER TIME GOES TO THE FLOWER SHOW
March 22, 1947

1. SOUND: CASH REGISTER RINGS TWICE . . . MONEY IN TILL

2. ANNCR: It's CONSUMER TIME

3. SOUND: CASH REGISTER, CLOSE DRAWER

4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME, by the U. S. Department of Agriculture.

5. SOUND: BIRD TWITTERING OR SINGING BRIEFLY

6. ANNCR: Hear that bird? Know what he's singing? Well, his message to us is . . . "Cheer up, it's spring." Today CONSUMER TIME is going to celebrate the coming of spring by visiting the flower show. We wish we could visit all the lovely flower shows around the country . . . there's a big National Flower Show in Chicago . . . understand there's one in Detroit this week. . . and another in Philadelphia and Boston and the Cherry Blossom Festival is coming up soon right here in Washington, D. C. But we're going to the International Flower Show in New York City today for a first hand description of that glorious spectacle. But now, meet Dr. David V. Lumsden, plant scientist with the U. S. Department of Agriculture. Good morning, Dr. Lumsden.

7. LUMSDEN: Good Morning, _____.

8. ANNCR: Dr. Lumsden, I understand that some of the new flowers developed at the U. S. Department of Agriculture's greenhouses are on exhibition at the flower show we're going to visit today.

9. LUMSDEN: That's right, _____, we've got some beautiful lilies and snapdragons up there.

10. ANNCR: Well, we'll hear all about them in a few minutes . . . when we go to the flower show. But first . . . I'd like to hear a little bit about the greenhouses where these new flowers were developed, Mind if I fire a few questions at you?

11. LUMSDEN: Fire away.

12. ANNCR: Well, first off . . . just how big are these particular Government Greenhouses out at Beltsville, Maryland?

13. LUMSDEN: We have about an acre of glass devoted to flowers alone. And of course, we have many greenhouses devoted to vegetables and other plants.

14. ANNCR: With research going on in every one of them.

15. LUMSDEN: That's right. The U. S. Department of Agriculture is carrying on research work to improve methods of planting and to control certain plant diseases. Of course, we do breeding work to develop new varieties. I might add that this resaerch is done for the amateur as well as the commercial horticulturist.

16. ANNCR: I know research can't be done over night. So I wondered how long the Beltsville greenhouses have been in operation?

17. LUMSDEN: About fifteen year, I'd say.

18. ANNCR: Can you tell us a little about some of the outstanding flowers developed by your people in that time?

19. LUMSDEN: The Department has introduced some very fine hardy outdoor chrysanthemums. Probably the outstanding one is the yellow Algonquin. Chrysanthemums are "short day" plants. That's why they flower in the fall. Recently we have developed methods for hastening as well as delaying flowering of any variety of chrysanthemums.

20. ANNCR: Well, just what did you do to the chrysanthemums to make them so obliging? Or is it too complicated to explain?

21. LUMSDEN: No . . . we found that if we put the chrysanthemums to bed early . . . they'd bloom early. And if we woke up some others at midnight . . . those plants would bloom late.

22. ANNCR: Just a matter of how much beauty sleep they got.

23. LUMSDEN: That's right.

24. ANNCR: But just how do you go about putting a chrysanthemum to bed, anyway? Do you tuck it in or something?

25. LUMSDEN: No . . . we put them to bed by taking the light away from them. On the other hand . . . we wake them up by shining a light on them at midnight. By controlling the enviroment in this way, we've been able to make the best chrysanthemums available to consumers over a longer period of time.

26. ANNCR: Well, what are some of the other flowers developed by the U. S. Department of Agriculture.

27. LUMSDEN: We did quite a bit of work with carnations before the war, concentrating on the color and size. During the war, the emphasis was on vegetables and vegetable seed crops . . . as far as plant research was concerned. Now, of course, we're working on flowers and ornamentals once more. But you know, _____, the fashions in flowers change . . . just like the fashions in ladies' hats.

28. ANNCR: I know what you mean.

29. LUMSDEN: So some of our latest work on flowers has been on lilies and snapdragons.

30. ENGINEER: WATCH SWITCH COMING UP AT 12:19 EST. CUE IS UNDERLINED

31. ANNCR: And that's a reminder to take our listeners to the International Flower Show in New York City, for a first hand description of some of the lovely flowers on exhibition there . . . and the story of how these lilies and snapdragons were developed. CONSUMER TIME takes you to the International Flower Show in New York City.

32. SWITCH TO NEW YORK 12:19 EST.

33. N. Y. ANNCR: Hello, CONSUMER TIME listeners, this is _____ speaking to you from the main floor of the International Flower Show in Grand Central Palace in New York City. And what a sight it is . . . color magnificence, fragrance on all sides. I wish you could all see it. From where I'm standing now, just inside the entrance at the main door, there's a wonderful view of the whole first floor. You know this joyous spring event is carrying out the United Nations theme this year . . . and the flags of the fifty-five United Nations are hanging from the balcony opposite me. Here with me is Dr. Samuel L. Emsweller, of the U. S. Department of Agriculture who is in charge of the work on flowers and ornamentals that our friends at the Washington, D. C. end of the microphone told you about. Dr. Emsweller, I'm anxious to get a closeup of the lilies and snapdragons you've got on exhibition here. But I thought first you might help me describe a little more of this superb flower show. Isn't it, glorious, Dr. Emsweller?

34. EMSWELLER: It certainly is, _____, and it's a privilege to be here.

35. NY ANNCR: Now on with the description. In the center of the spacious first floor, there's a large circular display of an exquisite cascade of feathery yellow flowers. I'll have to rely on your professional eye now, Dr. Emsweller. What are those yellow beauties?

36. EMSWELLER: They're acacias, _____.

37. NY ANNCR: Suppose you carry on with the description, Dr. Emsweller?

38. EMSWELLER: Well, radiating out from the aisle around the acacias are six aisles . . . separating triangular shaped gardens. The whole business looks like a big star, I'd say . . . or a color wheel of blossoms.

39. NY ANNCR: And that's just the first floor. I understand there are four floors in all to the International Flower Show this year.

40. EMSWELLER: That's right . . . with special exhibits by different garden clubs, flower associations, and commercial florists.

41. NY ANNCR: Think of all the work that must have gone into changing the floors of this building into a gigantic flower fairy land. Thinking about it is almost as breathtaking as the blossoms themselves.

42. EMSWELLER: Yes . . . tons of loam . . . rock and wood . . . as well as earthenware and metal had to be brought in to prepare for the flower show. And of course thousands of living plants and bushes . . . trees in bloom, and garden decorations had to be installed in a planned arrangement.

43. NY ANNCR: An exquisite artistic arrangement . . . if I may show my enthusiasm. Incidentally how'd they bring in these ponds, and brooks and trickling fountains?

44. EMSWELLER: They built them. I understand it took several thousand people to get everything already for the flower show.

45. NY ANNCR: It's certainly worth it. (MIGHT AD LIB MORE DESCRIPTION OF THE SHOW) But now, Dr. Emsweller, how about these new Easter lilies I've been hearing about? Where are they, anyhow?

46. EMSWELLER: They're right across from us. Can we take the microphone over there?

47. NY ANNCR: (OFF MIKE) Yes indeed we can. Here we are. (ON MIKE) Now those are the loveliest lilies I have ever seen . . . and the biggest. How did you accomplish that, Dr. Emsweller?

48. EMSWELLER: _____, they're about twice as big as the other Easter lilies, because they're tetraploids. That is we gave them four times the number of chromosomes that normal lilies have. Chromosomes, of course, are the microscopic bodies that carry the hereditary materials which control the size, color, and other characteristics of the plant.

49. NY ANNCR: That's quite an accomplishment. But just how do you double the chromosomes if they're microscopic?

50. EMSWELLER: That's where research comes in. We found that a drug called colchicine will do the trick. This drug actually doubles the number of chromosomes in the plant. Incidentally, you're looking at the first tetraploid lilies ever developed.

51. NY ANNCR: And enjoying every minute of it too.

52. EMSWELLER: Here are some more of our lilies . . . but they are the normal size. Their chromosomes have not been doubled.

53. NY ANNCR: What do you call these particular Easter lilies, Dr. Emsweller?

54. EMSWELLER: They only have numbers so far. This one is number forty-four . . . It's a low-growing lily and very good for growing in a flower pot. That one over there is number thirteen. It's a taller lily and bears a lot of flowers.

55. NY ANNCR: Incidentally, are any of these lilies in production yet?

56. EMSWELLER: They are not. When they are . . . they'll go to commercial growers and they'll eventually be on the market. So please don't write to the Department about them.

57. ANNCR: Well, they're worth waiting for. But now . . . how about the snapdragons? I've been looking at them out of the corner of my eye . . . and they're colossal.

58. EMSWELLER: Yes . . . they're new varieties. They're tetraploids too.

59. NY ANNCR: You mean you doubled the size of their flowers by juggling the chromosomes like you did in the lilies?

60. EMSWELLER: That's right. We've got twelve new varieties of snapdragons.

61. NY ANNCR: And they are bigger and more showy flowers than any snapdragons these eyes have ever seen. The colors are very striking too.

62. EMSWELLER: Yes . . . five are bright red, three are pink, one purple, ... let's see . . . here's the apricot one, and also the white one. They're mostly greenhouse flowers, but some of them may also do well outdoors.

63. NY ANNCR: If CONSUMER TIME listeners could see some of these snapdragons, they'd hardly believe their eyes. Dr. Emsweller, are these snapdragons in production yet?

64. EMSWELLER: No . . . we're still working on them too. They are not in production.

65. NY ANNCR: Well, before we switch the CONSUMER TIME program back to Washington, D. C., I'd like to find out a little more about you, Dr. Emsweller. Where'd you study for your Ph.D, sir?

66. EMSWELLER: At the University of California.

67. NY ANNCR: Working on flowers?

68. EMSWELLER: Yes . . . I developed a rust-resistant snapdragon while I was out on the coast.

69. ENGINEER: WATCH SWITCH COMING UP ABOUT 12:25 EST. CUE IS UNDERLINED.

70. NY ANNCR: I can see snapdragons are old favorites of yours. And now quickly, before returning southward, can you tell us, exactly what your work is back in Washington.

71. EMSWELLER: I'm in charge of the floriculture and ornamental horticulture work for the U. S. Department of Agriculture . . . with headquarters and greenhouses in Beltsville, Maryland.

72. NY ANNCR: Thank you Dr. Samuel Emsweller, for being CONSUMER TIME'S guest today and thanks for lending your experienced eyes for describing the International Flower Show in Grand Central Palace, here in New York City. <u>And now back to Washington, D. C.</u>

73. SWITCH TO WASHINGTON ABOUT 12:25 EST.

74. ANNCR: This is _____ in Washington, D. C., with Dr. David V. Lumsden, one of Dr. Emsweller's associates in plant research at the U. S. Department of Agriculture. Well, Dr. Lumsden, the flower show sounds even more lovely than I pictured in my mind. Too bad we can't have smellevision . . . so we could get a whiff of all those flowers.

75. LUMSDEN: Are you working on a smellevision set, _____?

76. ANNCR: I've been thinking about it . . . I've been thinking about it. But let's talk some more about your work in the Government's greenhouses. We've heard about short-day chrysanthemums, new varieties of carnations, as well as giant lilies and snapdragons.

77. LUMSDEN: We do have some research in progress that will eventually be of great interest to consumers and florists. That's our work on improving the culture of potted house plants.

78. ANNCR: Sounds good. Just what are you trying to improve?

79. LUMSDEN: Well we're trying to grow plants in other things besides soil. For instance we have a whole greenhouse of chrysanthemums that have never been in soil. The slips were rooted in sand and we have just harvested an excellent crop of flowers.

80. ANNCR: Well, you wouldn't recommend that everybody rush out and re-pot their chrysanthemums using sand, would you?

81. LUMSDEN: Heavens no! Don't even suggest it. Remember I'm just reporting on some experiments that are still in progress. We're not satisfied with any one substitute for soil yet. We're also watching the way plants grow in sphagnum moss, in peat moss, and in vermiculite.

82. ANNCR: Sphagnum moss . . . what's that?

83. LUMSDEN: I can see you've never been a florist, ___ _____.

84. ANNCR: Not so far.

85. LUMSDEN: Well, florists use a great deal of sphagnum moss, especially when they pack the plants for shipment.

86. ANNCR: I see. And now . . . what's vermiculite?

87. LUMSDEN: It's really a granulated mica . . . each a little piece of mica has layers that look like the pages of a book. This gives the vermiculite more of a surface so it can absorb water and nutrient solutions more readily.

88. ANNCR: Nutrient solution . . . plant food to me, right?

89. LUMSDEN: Right. You see the whole problem with plants growing in anything besides soil . . . is how to feed them in a way that's superior to soil. That's one of the things we're working on now.

90. ANNCR: Well, we'll have to invite you back to the CONSUMER TIME program when you've got all that settled.

91. LUMSDEN: We accept. But I'd like to stress one more thing about our work here and now. And it's that the Easter lilies and snapdragons Dr. Emsweller told you about from New York . . . have not been released for commercial distribution yet. So please don't write in asking about them. The same goes for our work with substitute soils.

92. ANNCR: I hope all our listeners will respect that request, because I can see how a batch of untimely letters could hinder the research people . . . at least slow them down. Well, thanks a lot for being with us today, Dr. Lumsden. Before you go, we reward you by letting you ask one question . . . and only one.

93. LUMSDEN: That question could only be one thing, _____. What's on CONSUMER TIME for next week?

94. ANNCR: Right, Well, next week friends our CONSUMER TIME program is called "A Foundation for Your Air Castle."

95. LUMSDEN: That sounds like a very prectical program, _____.

96. ANNCR: That's just what it's going to be. You know every family . . . urban or rural . . . large or small . . . works toward some goal . . . strives for some end. Maybe it's increased income to afford more of the comforts of life . . . or maybe it's greater security . . . such as owning a home. But errors and fallacies in planning, cause many families to miss their goals. Thousands of families have received friendly advice from the Farmers Home Administration in looking ahead and putting their dreams on a practical basis. We're going to take our CONSUMER TIME listeners to Denver, Colorado, next week to meet such a typical family . . . to hear what their plans accomplished.

ANNCR (CONT'D): And here in Washington, we'll have ready a lady who has made friends all over the country in her job as home economist with the Farmers Home Administration, Miss Sue Taylor. So friends, be sure to be with us next week when we build " A Foundation for Your Air Castle" on

97. SOUND: CASH REGISTER

98. ANNCR: CONSUMER TIME!

99. SOUND: CASH REGISTER . . . CLOSE DRAWER

100. ANNCR: CONSUMER TIME, written by Eleanor Miller and directed by Frederick Schweikher is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affoliated independent stations. Today's guests were Dr. David V. Lumsden and Dr. Samuel Emsweller, plant scientists at the U. S. Department of Agriculture. CONSUMER TIME came to you today from the floor of the International Flower Show in New York City, and our Washington, D. C. studios.

_____Speaking.

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